HEALTHY CITY THRIVING FAMILIES

A Quarterly Update from the City of Minneapolis Department of Health and Family Support

October - December 2004

Improving Birth Outcomes in North Minneapolis

Starting this fall, women in North Minneapolis will have the opportunity for more holistic maternity care, thanks to a new collaboration between MDHFS, Medica and NorthPoint Health and Wellness Center (formerly Pilot City Health Center). The Medica Foundation is funding the Maternity Case Management Excellence (MCME) project for \$104,000 over one year to address social risk factors for poor pregnancy outcomes. Social risk factors include homelessness, low education levels, poverty, domestic violence or sexual assault, lack of pre-pregnancy health care, and unintended pregnancy. Addressing these issues along with medical risk factors is critical to improving birth outcomes. The MCME project will provide social risk screening and case management for up to 300 pregnant women at NorthPoint.

The MCME concept is to develop and showcase community providers who deliver excellent services in maternity case management that address both the medical and social needs of low-income, at-risk families, especially families of color, American Indian, refugee, and immigrant families. The project will create guidelines, processes and

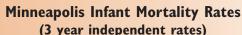
standards, for key indicators of excellence, enabling replication for broader health care system improvement. The goal of the MCME project is to define the case management process and pinpoint where it can have significant impact on birth outcomes. An ultimate goal is to seek health systems' reimbursement for case management of social risk factors where it is warranted.

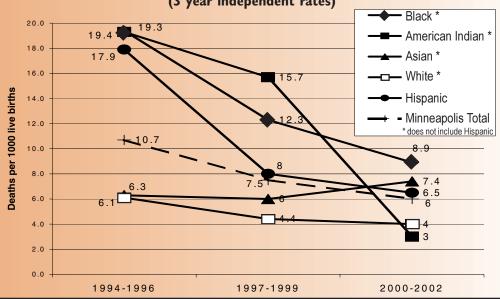
The MCME project was conceptualized in response to the unacceptable perinatal health disparities in Minneapolis (see graph). Even though there has been an overall decrease in infant mortality rates over the past 8 years, there are still wide disparities remaining between populations of color and the white population.

MDHFS has put forth the need for maternal case management through many venues:

Project LID: Lowering Infant Deaths:
 Promoting Change to Save Lives
 (1998) assessed a variety of risk factors among mothers of infants who died. Many of the Project LID cases gave prime examples of the need to address both social and medical risk factors.

- A study conducted by the MDHFS and the Minnesota Department of Health, Falling through the Cracks: An Analysis of Care Coordination for Low-Income Pregnant Women in Hennepin and Ramsey Counties (2002), found that perinatal social case management systems serving Minneapolis low-income families were inadequate and lacked integration with medical case management systems, contributing to poor birth and infant health outcomes.
- The experience of MDFHS' Twin Cities HealthyStart program, a federally-funded effort to provide outreach and case management to African American and American Indian pregnant women in Minneapolis and St. Paul, demonstrates that social risk factors are high in these communities.
- Another MDHFS study, *Perinatal Periods of Risk* (2003), examined excess infant and fetal deaths among African Americans and American Indians in Minneapolis and St. Paul from 1990-1998 compared to a reference population with better outcomes. The study found that the assessment and management of social risk factors is likely to decrease the disparity among infant deaths. *continued on page 2*





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At NorthPoint, a multidisciplinary care team will meet monthly to develop protocols and review cases and client interventions. This model will improve communication among the providers about client needs and intervention strategies. MDHFS is providing the coordinator for this project, CDC Prevention Specialist Janelle Peralez (see also page 4). Ms. Peralez will help bring the findings about effectively coordinating limited resources for socially high risk pregnant women to the broader community, as well as seek resources for expanding MCME to South Minneapolis. For more information on MCME, contact Megan Ellingson at 612/673-3817.

The Minneapolis Department of Health and Family Support (MDHFS) works to ensure that all



to ensure that all families are healthy and fully share in the social and economic opportunities of the City of Minneapolis. The MDHFS reaches residents by working in partnership with community organizations, other units of government, schools, and health and human service agencies.

Ken Dahl, Interim Director

Council Member
Natalie Johnson Lee, Chair
Health & Human Services
Committee

612/673-2301 www.ci.minneapolis.mn.us/dhfs

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Second Hand Smoke Ordinance

The Minneapolis City Council passed an ordinance on July 23rd that would prohibit smoking in food and liquor establishments, bowling alleys, pool and billiard halls in Minneapolis starting March 31, 2005. The goal of the ordinance is to protect workers and patrons from second hand smoke (SHS). Second hand smoke is a serious public health hazard that is entirely preventable through a range of interventions including adopting ordinances. SHS causes 35,000 heart disease deaths and 3000 lung cancer deaths among adult nonsmokers each year in the U.S. Children exposed to SHS are more likely to experience asthma, bronchitis, pneumonia and ear infections.

Progress has been made to decrease second hand smoke in homes, but additional policies limiting second hand smoke exposure to workers and the public in worksites would improve the health of City residents. MDHFS outlined the public health value of this policy change in a recent Research/Policy brief Secondhand Smoke in Minneapolis Worksites.

The next step includes planning for the implementation of the ordinance. Rocco Forté, Assistant City Coordinator, Emergency Preparedness and Regulatory Services, reconvened a work group composed of elected officials, city staff, public health advocates, owners of food and liquor establishments, and other stakeholders to develop an implementation plan. Components of this plan include educating worksites and patrons about the ordinance and marketing Minneapolis as an exciting, vital, and smokefree city. The plan will also deal with enforcement issues.

The work group will review models from other cities and states, and ultimately develop an implementation/marketing plan that should help pave the way for a smooth transition in 2005. For more information about this issue, please contact Patty Bowler at 612/673-3009. To download a copy of the 4 page Research/Policy brief, go to www.ci.minneapolis.mn/dhfs/docs/SHSbrief.pdf.



The New Families Center received a Model Practices Award at the National Association of City and County Health Officers (NACCHO) conference in July. Receiving the award on behalf of MDHFS are Dave Johnson, (left) Epidemiologist, and Gretchen Musicant, (center) Director of Public Health Initiatives. Dr. Jody Hershey, President of NACCHO, (right) presented the award.

PHAC Seeks Community Guidance on CDBG Funding

The Minneapolis Public Health Advisory Committee (PHAC) has been charged with revising the criteria for 2005-06 Community Development Block Grant (CDBG) funding. Meetings were held in August to engage community stakeholders. Pictured at right are some of the approximately 60 people who gathered at Sabathani Community Center and NorthPoint Health and Wellness Center to help inform priorities and shape the new Request for Proposals (RFP) for these funds, about \$1million. Community input gathered at these meetings will be incorporated into the RFP which will be issued later this year for the June 2005 funding cycle. For more information, contact Ken Dahl at 612/673-3798.



Urban Health Agenda: ECHO Emergency Community Health Outreach

Starting in September, an important new source of health information will be available to people in the Twin Cities who speak languages other than English. Last month, Twin Cities Public Television (TPT) launched a new monthly show about health issues with segments in 6 languages: Cambodian, Hmong, Lao, Somali, Spanish and Vietnamese.

Topics to be covered on the show over the next few months include:

- how to protect yourself from the flu, and what to do if you get it anyway.
- how to protect yourself from poisons and dangerous chemicals.
- how to make sure your family is ready for a disaster or a health emergency.
- · how to keep your family safe and healthy in cold weather.

In addition to providing basic health information, the new show is also intended to establish public television as a source of critical information during a major epidemic or public health emergency. "During a public

health crisis, we want to make public television the place to go for people who don't speak English," said Pam Blixt, Emergency Preparedness Coordinator for MDHFS. "That's one of the most important goals of this project."

The show is being produced by **Emergency Community Health** Outreach (ECHO). ECHO includes people from all of the cultures and communities that will be served by the ECHO TV show. It also includes other community organizations, the Minnesota Department of Health, other state agencies, MDHFS, St. Paul-Ramsey County Public Health, and other public health agencies as founding members.

In developing the show, ECHO relied heavily on the help and guidance of its ethnic and cultural community members. "Leaders from these communities played a critical role in developing the ECHO show," Blixt said. "They helped us identify the topics to be covered, and they are

helping to ensure that each community's cultural needs and concerns are addressed."

Each ECHO show segment will include a regular host, who will discuss that month's topic with one or more health experts. Both the host and the guest experts for each segment will be drawn from the community, so the discussion will reflect the cultural perspective of people who speak the language. Each language segment will also be captioned in English – a step favored by ECHO's cultural community members.

ECHO will be an important tool for MDHFS in our continuing efforts to reach out to limited English speakers living in Minneapolis. Tapes of each program will be available after the TPT airings for MDHFS and community agency partners to use. For more information, contact Pam Blixt at 612/ 673-3993. To find the ECHO program airing schedule, visit www.tpt.org and search on ECHO.

Healthy City Updates

New Staff

Janelle Peralez, CDC Prevention Specialist, joined MDHFS in August to help improve perinatal services for those women in Minneapolis experiencing poor birth outcomes. She holds a Masters Degree in Public Health Nutrition and has completed an Adolescent Health Fellowship at the U of MN. She has been working with Centers for Disease Control and Prevention (CDC) in Atlanta for the past year and will be at MDHFS for the next two years. Janelle will serve as the Maternity Case Management Excellence project coordinator for part of her field placement (see front page). Applying for and receiving a CDC Prevention Specialist is a highly competitive process, and it is an honor to have Janelle in Minneapolis. She can be reached at 612/673-3815.

Michelle Lodahl, Skyway Senior Center Coordinator. Michelle has worked in a variety of non-profit settings, managing and coordinating volunteer programs. She holds a degree in community health education, and has a special interest in promoting programs that enhance the health and well-being of seniors. Michelle can be reached at 612/370-3869.

Funding Awards

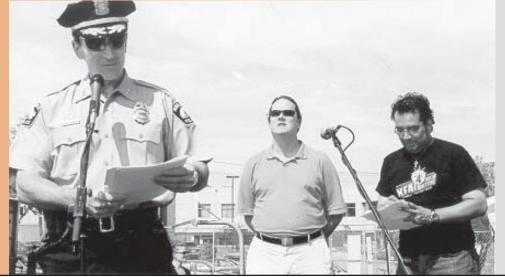
The New Families Center, a partner-ship of MDHFS and Minneapolis Public Schools, received \$50,640 from the Children's Defense Fund, the first installment of \$130,000 for the period from July 1, 2004 through June 30, 2005. Located within the Phillips Community School at 2300 Chicago Avenue South, the New Families Center assists new arrival families with applications for health insurance, immunizations, access to medical care, and referrals to medical and other community services. Their phone number is 612/668-3701.

The Skyway Senior Center received support of \$3000 from individual donors for the Legacy Fund, \$1500 from an anonymous corporate donor, \$1000 from St. Thomas University, and \$200 from the Home Depot Foundation matching grants program.

Twin Cities Healthy Start was approved for fourth-year funding of \$925,000 by the federal Health Resources Services Administration. The purpose of Healthy Start is to improve birth and infant health outcomes in the African American and American Indian communities of Minneapolis and St. Paul through community-based strategies. The grant period will end May 31, 2005.

City-County Health Advisory Groups set priorities

On August 11th, Minneapolis Public Health Advisory Committee Co-chairs Marnie Wells and Vanessa Freeman joined together with Hennepin County Community Health Services Advisory Committee Chair Dr. Chris Reif to convene a joint meeting of the two public health advisory committees. This joint meeting is a direct result of recommendations of the Blue Ribbon Panel that studied public health services in Minneapolis. The two groups worked together to identify priority focus areas that both agencies would like to work on to improve health in Minneapolis. Initial priorities include early childhood development, mental health, and healthy body weight. Subsequent meetings are planned to refine the priority list and develop action strategies. The St. Paul-Ramsey County public health advisory committee has also expressed interest in a future joint meeting with Minneapolis and Hennepin County to look at common areas of interest for urban areas. For more information, contact Ken Dahl at 612/673-3798.



The 10th annual Latino Family Resource Fair "La Feria" was held on Saturday August 7th at the Midtown Public Market on East Lake Street. La Feria is a collaborative effort of MDHFS, La Oportunidad, and Metropolitan Health Plan. This year La Feria brought together over 75 different agencies to share information about health, education, jobs, government, and social services with over 1500 fair goers. Pictured at left are Minneapolis Police Chief William McManus, Council Member Robert Lilligren (center), and Marlon Ferry, director of cultural programs at Centro (right). Council Member Gary Schiff also spoke at the event.